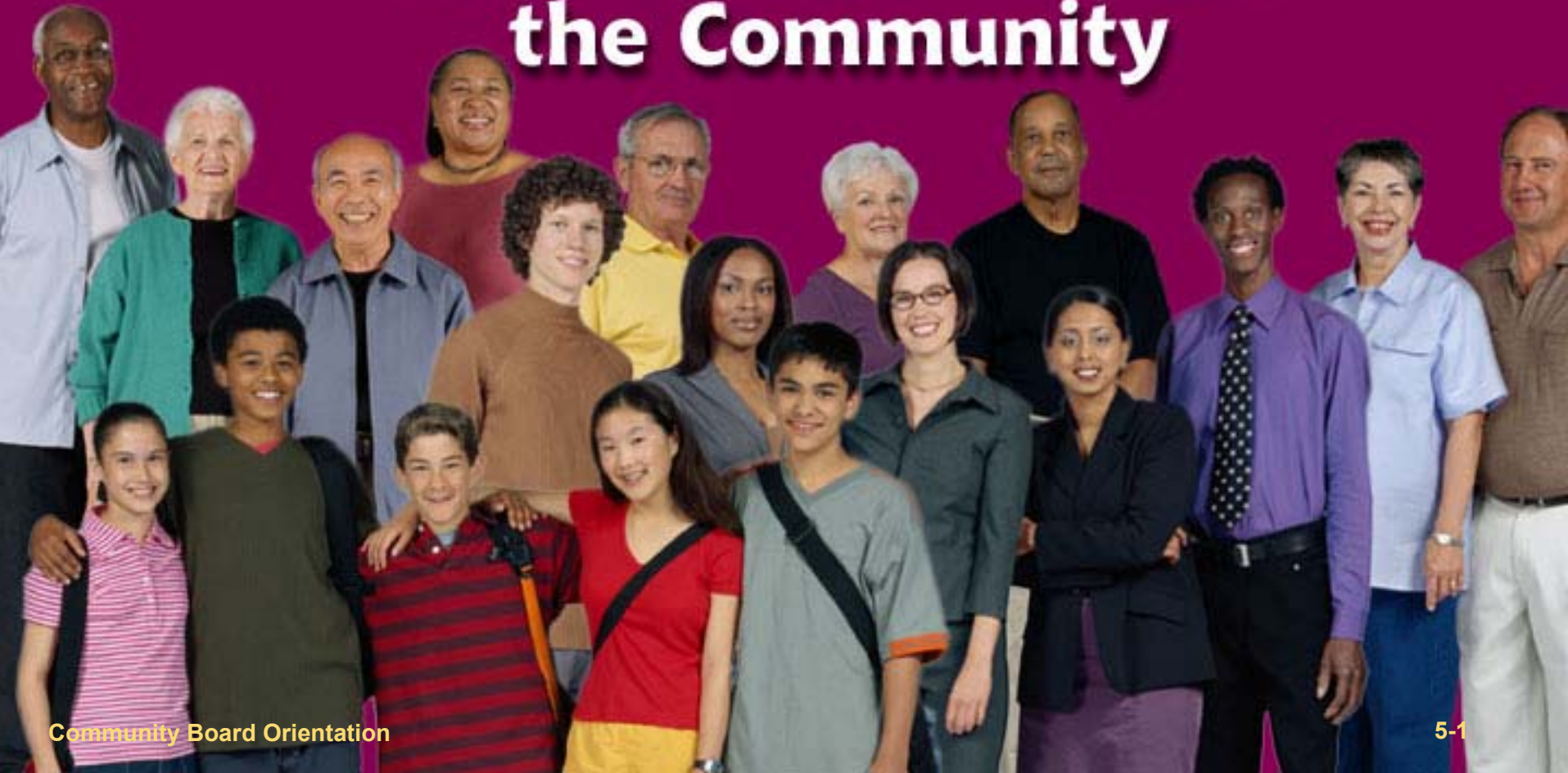
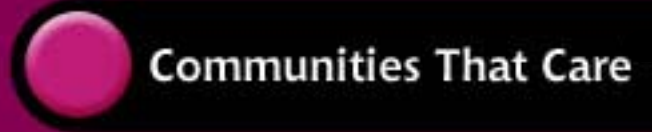


Milestone: **Educate and Involve the Community**



Phase Two: Organizing, Introducing, Involving



Module 1

Setting the Stage

Module 2

Overview: The Research Foundation and Process

Module 3

Milestone: Address Readiness Issues

Module 4

Milestone: Engage Key Leaders

Module 5

Milestone: Educate and Involve the Community



Module 6

Milestone: Create an Effective Community Board

Module 7

Next Steps

Module 5 goal



Communities That Care

Prepare to educate and involve the community in science-based prevention and youth development.



Objectives

1. Develop a community vision statement for the future of children and youth.
2. Create and maintain effective communication mechanisms.
3. Identify ways to involve community members, including youth.
4. Recruit new Community Board members, if needed.



Motivation for change



- Want to change (pull)
- Have to change (push)
- Reaction to crisis (push)
- As a preventive measure (pull)



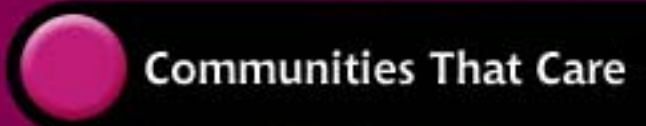
Community vision statement



- Future-focused
- Affects decisions, choices and actions
- Provides direction



Effective community vision statements



- Aspiration, inspiration, perspiration
- Create a sense of urgency
- Include concrete, achievable goals



Sample vision statements



“Our vision is a healthy community in which each member contributes to an environment of respect, honesty, responsibility and caring.”

“Our vision is a community that has harnessed its creativity and resources to provide each young person with the opportunity to grow up safe, healthy and happy.”

Vision development



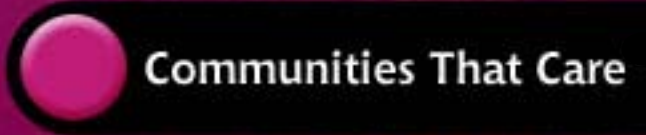
Communities That Care

Part one—individually:

- It is 25 years from now. You are in a helicopter looking down at your community, where children grow up to be healthy, productive adults. Imagine what you see.
- Record your ideas on the “sticky” notes at your table. Use one note for each idea.
- Rank your ideas according to priority.



Vision development



Part three—table groups:

- Craft the themes into a vision statement:
“Our vision is...”
- Write draft statement on an easel page and display.
- Share with the other groups.



Communication planning



An effective Community Board develops and maintains effective communication:

- within the board
- with Key Leaders and the community.



Internal communication



- Meeting dates, times and locations
- Meeting agendas and minutes
- Progress reports



External communication



Communities That Care

- Reports
- Newsletters
- Memoranda
- Meetings
- Presentations



Involving stakeholder groups



- Key contacts
- Access
- Communication
- Roles



Involving youth



Communities That Care

- Community Board membership
- Data collection/interpretation
- Public relations
- Program planning and development



Involving youth



Communities That Care

Using the worksheet in your Participant's Guide:

- Identify one way to involve youth.
- Use the Social Development Strategy to plan this involvement.



Community Board membership



Communities That Care

- Is the diversity of our community represented by our Community Board?
- Which specific community segments do we still need to involve to be successful?



Phase Two: Organizing, Introducing, Involving



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Module 7 Next Steps

